

## **RELATIONSHIP BETWEEN PERSONALITY AND PERCEIVED SUCCESS: AN EXPLORATORY STUDY ON INDIAN WOMEN ENTREPRENEURS**

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### **ABSTRACT**

Women's entrepreneurship over the years has been acknowledged as an important source of economic growth. However, women still constitute a minority of all entrepreneurs. The present study aims to examine specifically the personality construct Core Self Evaluation (CSE) in relation to perceived entrepreneurial success (PES) among women entrepreneurs in India. In addition, the influence of CSE on the relevant human capital and business characteristics of Women Entrepreneurs (WEs) has also been explored. The findings indicate a significant relationship between CSE and PES, signifying that higher the self esteem, self efficacy, internal locus of control and lower the neuroticism, greater the perceived success for women entrepreneurs. The paper concludes by analyzing the implications derived from the research. It recommends a two-pronged strategy of utilizing self-development as well as entrepreneurial training in order to develop greater self-confidence in women entrepreneurs, thus empowering them to capitalise upon lucrative opportunities in diverse sectors and newer markets.

**KEYWORDS:** Relationship between Personality and Perceived Success: An Exploratory Study on Indian Women Entrepreneurs